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HS/XII/Com/Bs/23

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BUSINESS STUDIES

(Commerce)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

General Instructions :

- (i) Question Nos. **1** to **11** (including all sub-questions of Question No. **1**) carry *1* mark each.
- (ii) Question Nos. **12** to **16** carry 3 marks each. Answer to these questions may be in *50* to *75* words.
- (iii) Question Nos. **17** to **19** carry 4 marks each. Answer to these questions may be in about *120* words.
- (iv) Question Nos. **20** to **22** carry 5 marks each. Answer to these questions may be in about *150* words.
- (v) Question Nos. **23** to **25** carry 6 marks each. Answer to these questions may be in about *200* words.

1. Choose and write the correct answer (any *ten*) : $1 \times 10 = 10$

(a) Which function of management is considered as the base of all other functions?

- (i) Planning
- (ii) Organising
- (iii) Staffing
- (iv) Controlling

- (b) Principles of management are not
- (i) universal
 - (ii) flexible
 - (iii) absolute
 - (iv) behavioural
- (c) Which component of business environment requires, in every packet of cigarette there must be a horrified picture and statutory warning?
- (i) Social environment
 - (ii) Legal environment
 - (iii) Political environment
 - (iv) Technological environment
- (d) Out of the type of plans mentioned below, which plan is time-bound and linked with measurable outcome?
- (i) Objective
 - (ii) Policy
 - (iii) Rules
 - (iv) Strategy
- (e) Which of the following does not follow the scalar chain?
- (i) Functional structure
 - (ii) Divisional structure
 - (iii) Formal organization
 - (iv) Informal organization

(3)

- (f) Which of the following is an internal source of recruitment?
- (i) Direct recruitment
 - (ii) Casual caller
 - (iii) Promotion
 - (iv) Campus recruitment
- (g) The process of converting the message into communication symbols is known as
- (i) media
 - (ii) encoding
 - (iii) feedback
 - (iv) decoding
- (h) An efficient control system helps to
- (i) accomplish organizational objectives
 - (ii) boost employee's morale
 - (iii) judge accuracy of standard
 - (iv) All of the above
- (i) Capital budgeting is the other name of
- (i) investing decision
 - (ii) financing decision
 - (iii) dividend decision
 - (iv) working capital decision

- (j) Which of the following is not an instrument of money market?
- (i) Commercial papers
 - (ii) Treasury bills
 - (iii) Call money
 - (iv) Equity shares
- (k) Which of the following is not a feature of a good brand name?
- (i) Short and simple
 - (ii) Easy to pronounce
 - (iii) Common and ordinary
 - (iv) Suggestive
- (l) Which consumer right gives the business firms freedom to set up their own consumer services and grievance cell?
- (i) Right to information
 - (ii) Right to be heard
 - (iii) Right to seek redressal
 - (iv) Right to consumer education

(5)

(m) Which of the following is the ideal situation?

- (i) Authority > Responsibility
- (ii) Authority = Responsibility
- (iii) Authority < Responsibility
- (iv) None of the above

(n) Which is the highest level in the need hierarchy?

- (i) Safety need
- (ii) Belongingness need
- (iii) Prestige need
- (iv) Self-actualization need

(o) Which of the following is not a principle of management propounded by Henri Fayol?

- (i) Unity of Command
- (ii) Discipline
- (iii) Scalar Chain
- (iv) Functional Foremanship

2. State any one characteristic of management. 1
3. Mention any two principles of scientific management. 1
4. Business environment includes both 'specific' and 'general' forces. List any two general forces. 1
5. Name any two techniques of sales promotion. 1
6. Mr. K. Marwein purchased a car for ₹ 20 lakhs from an Automobile Company and found the engine is defective. Despite many complaints the defect was not rectified. Suggest him the appropriate authority where he can file a complaint under the Consumer Protection Act, 2019. 1
7. Name the process of stimulating and inspiring people at work to accomplish desired objectives. 1
8. State any one advantage of advertising through Internet. 1
9. Which source of employment motivates existing employees? 1
10. Mention the nature of management when it is said to be a systematized body of knowledge that explains certain general truth. 1
11. State one objective of financial planning. 1
12. Mr. Aditya Kapoor is responsible for framing plans and policies of Tifco Ltd. At what level does he work in the organization? State any two functions he will perform as a manager in the organization. 3
13. Distinguish between Functional Structure and Divisional Structure. 3

(7)

14. Briefly explain any three methods of floating new issues in the primary market. 3

Or

Distinguish between Capital Market and Money Market.

(Any *three* points)

15. Explain in brief any three functions of packaging. 3

16. Explain in brief any three importances of consumer protection. 3

17. What is meant by Unity of Command? How does it differ from Unity of Direction? 2+2=4

18. Briefly explain any two dimensions of business environment. 4

19. Explain any four functions of stock exchange. 4

20. "To be a successful leader, one must possess some qualities." State any five such qualities of a good leader. 5

Or

Explain any five non-financial incentives.

21. Which source of recruitment is needed to bring new blood in the organization? Explain any four advantages of this source. 1+4=5

Or

Explain in brief the procedure for selection of employees. 5

(8)

- 22.** Distinguish between Primary Market and Secondary Market. 5

Or

Explain any five factors affecting dividend decisions.

- 23.** Explain any six features of planning. 6

Or

Explain in brief the planning process.

- 24.** Explain the importance of controlling in an organization. 6

Or

Explain the steps in the process of controlling.

- 25.** Distinguish between Marketing and Selling. 6

Or

Explain in brief the six responsibilities of a consumer as per the Consumer Protection Act.

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